

ABSTRACT

A method is described for providing purchasing incentives to consumers, comprising transmitting a prompt for information from a main computer to a personal computer over a computer network, said prompt including incentive data such as coupon information, transmitting said information from said personal computer to said main computer over said computer network in response to said prompt, said information including a wireless telephone number; transmitting said incentive data from said main computer to a wireless device designated by said wireless telephone, storing said incentive data in said wireless device; and displaying said incentive data to a retailer to redeem the incentive, such as a coupon.

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